AMENDMENTS TO THE CLAIMS

1-14. (Cancelled)

15.   (Currently Amended)   A method in a computing system for generating item recommendations for a user, comprising:

~~displaying a plurality of item indications to a user each indicating an item;~~

~~receiving input from the user selecting one or more of the displayed item indications;~~

receiving requests from the user to display information about each of a plurality of items;

selecting as seed items the plurality of items ~~indicated by the selected item indications~~;

generating a list of recommended items using the selected seed items;
and

displaying the generated list of recommended items to the user, ~~wherein the user has a user profile containing item ratings each for a rated item, and wherein none of the set of seed items is a rated item having a rating in the user profile~~.

16.   (Currently Amended)   A method in a computing system for generating item recommendations for a user, the user having a persistent user profile, comprising:

displaying a plurality of item indications to ~~a~~ the user each indicating an item;

receiving input from the user comprising a selection of ~~selecting one or more~~ each of a plurality of the displayed item indications as seed items;

~~selecting as seed items the items indicated by the selected item indications;~~

generating a list of recommended items using the selected seed items;
and

displaying the generated list of recommended items to the user, ~~wherein the user has a user profile identifying items purchased by the user, and wherein none of the set of seed items is identified in the user profile as an item purchased by the user~~.

17-20. (Cancelled)

21.   (Withdrawn) A method in a computing system for choosing a gift for a gift recipient, comprising:

displaying a list of items;

receiving user input selecting one or more of the displayed items identified with the gift recipient;

displaying, on the basis of the selected items, a list of one or more recommended items;

receiving user input choosing one of the recommended items; and

designating the chosen recommended item as a gift for the gift recipient.

22.   (Withdrawn) The method of claim 21, further comprising causing the item designated as a gift for the gift recipient to be shipped to the gift recipient.

23.   (Withdrawn) The method of claim 21 wherein the gift recipient is a group of people.

24.   (Withdrawn) The method of claim 21 wherein the received user input selecting one or more items is received from the gift recipient, and wherein the received user input choosing one of the recommended items is received from a gift giver.

25.–26.   (Cancelled)

27.   (Previously Presented)   A method in a computing system for specifying a request for product recommendations, comprising:

for each of a plurality of groups of one or more products, displaying information describing products in the group;

for each of at least a portion of the plurality of product groups, displaying in conjunction with the information describing products in the group a control for selecting products in the group as recommendation seeds; and

when a displayed control is selected by a user, adding to a list of recommendation seeds products in the group in conjunction with which the selected control is displayed,

so that the list of recommendation seeds contains products in the groups whose controls are selected by the user.

28.   (Original) The method of claim 27, further comprising generating a product recommendation based upon the list of recommendation seeds.

29.   (Original)   The method of claim 27 wherein the information displayed for a distinguished one of the product groups describes a product category containing products in the distinguished group.

30.   (Original)   The method of claim 27 wherein the information displayed for a distinguished one of the product groups describes a product genre containing products in the distinguished group.

31.   (Original) The method of claim 27 wherein a distinguished one of the product groups comprises a single product, and wherein the information displayed for the distinguished product group describes the product that comprises the product group.

32.   (Original) The method of claim 27 wherein a distinguished one of the product groups comprises products that are recordings of a single artist, and

wherein the information displayed for the distinguished product group describes the artist.

33.   (Original) The method of claim 27 wherein a distinguished one of the product groups comprises products that are books written by a single author, and wherein the information displayed for the distinguished product group describes the author.

34.   (Original) The method of claim 27 wherein the control displayed for a distinguished product group is a button that is selected by the user by clicking the button.

35.   (Original) The method of claim 27 wherein the control displayed for a distinguished product group is a draggable portion of the information describing the product group, together with a destination region, and wherein the control displayed for the distinguished product group is selected by the user by dragging the draggable portion of the information describing the product group to the destination region.

36.   (Withdrawn)   One or more computer memories collectively containing a document data structure, the document data structure having contents specifying, for each of two or more products, the display of:
        information describing the product; and
        in conjunction with the information describing the product, a control for adding the product to a list of seed products to be used to generate a product recommendation,
such that the document may be displayed, and such that products whose displayed controls are activated by a user may be used to generate a product recommendation.

37.   (Withdrawn) One or more generated data signals collectively conveying a document data structure, the document data structure having contents specifying, for each of two or more products, the display of:

information describing the product; and

in conjunction with the information describing the product, a control for adding the product to a list of seed products to be used to generate a product recommendation,

such that the document may be displayed, and such that products whose displayed controls are activated by a user may be used to generate a product recommendation.

38.   (Withdrawn) The generated data signals of claim 37 wherein the document data structure is an HTML document.

39.   (Withdrawn) The generated data signals of claim 37 wherein the document data structure is a web page.

40.   (New) The method of claim 15 further comprising removing an item from the plurality of items selected as seed items in response to a request from the user.

41.   (New) The method of claim 15 further comprising adding an item to the plurality of items selected as seed items in response to a request from the user.

42.   (New) The method of claim 15 further comprising displaying a control for removing items from the plurality of items selected as seed items.

43.   (New) The method of claim 42 wherein the control is a button that is selected by the user clicking the button.

44.   (New) The method of claim 42 wherein the control is a draggable representation of the item together with a destination region, and wherein the control is

selected by the user by dragging the draggable representation of the item to the destination region.

45.   (New) The method of claim 15 wherein all of the received requests are received during a distinguished browsing session.

46.   (New) The method of claim 16 further comprising removing an item from the plurality of items selected as seed items in response to a request from the user.

47.   (New) The method of claim 16 further comprising adding an item to the plurality of items selected as seed items in response to a request from the user.

48.   (New) The method of claim 16 wherein the received input explicitly comprises a selection of each of a plurality of the displayed item indications as seed items.

49.   (New) The method of claim 16 further comprising displaying a control for removing items from the plurality of items selected as seed items.

50.   (New) The method of claim 49 wherein the control is a button that is selected by the user clicking the button.

51.   (New) The method of claim 49 wherein the control is a draggable representation of the item together with a destination region, and wherein the control is selected by the user by dragging the draggable representation of the item to the destination region.